BILLY BOB'S BULLETIN

NEWS YOU CAN BEAR

Billy Bob's Bulletin Re-Born

Back by popular demand, Billy Bob's Bulletin will again become a quarterly newsletter with the next issue to be available January 1. I will be acting as editor for this publication and in this capacity I encourage your ideas, suggestions and comments. In order to make this interesting to all employees systemwide, I will need your help. Please submit to me any newsworthy articles, such as milestone birthdays and anniversaries, births, weddings, Billy Bob activities, promotions, human interest stories or anything you would like to share with the ShowBiz community. Please submit any articles for the January 1 issue no later than December 1 to:

Billy Bob's Bulletin
Attn: Lisa Edge
4441 W. Airport Frwy.
Irving, TX 75062

Please be sure to include your store name, number and author in case of questions.

Sincerely, Lisa Edge

Rock-Afire Explosion® Visits World's Fair

Billy Bob, Mitzi, Fatz, Beach Bear, and Looney Bird spent a day at the World's Fair recently. The characters also rode in the Mardi Gras parade. The costumes were made by and can be borrowed from Creative Engineering.

Vijay Mahindroo, District Manager for the Louisiana restaurants, would like to extend his thanks to Creative Engineering, David Aranda and Howard Castay for their cooperation and hard work. As the picture shows, a good time was enjoyed by all.

Stormie Weather Has Sunny Results

The month of June was designated "Stormie Month" by the 9 Dallas/Fort Worth ShowBiz restaurants. Six year old Stormie Jones was the recipient of the world's first simultaneous heart and liver transplant. Stormie is a Texas resident. She was a patient at the General Clinic Research Center at the University of Texas Health Science Center in Dallas. She was undergoing a month long series of post-operative tests that allowed researchers to study the effects of the transplant.

The restaurants had collection boxes at the order counter and distributed coupons good for a 50¢ donation to the Stormie Fund with the purchase of a large pizza. June 30 was designated as "Stormie Day", with 10% of all food and beverage revenue being donated to Stormie. ShowBiz was very proud that it could present Stormie with a check for nearly $4,000.

Franchise Openings Continue

ShowBiz franchisees continue to open restaurants. Below is a list of recent openings and scheduled openings. ShowBiz keeps growing — good luck to all the new locations and welcome to ShowBiz!

Date Opened	Location	Franchisee	Manager
7/20	Asheville, NC	United Amusement	Keith Bryant
7/23	Wilmington, NC	Group Management	Richard Cook
7/26	Hattiesburg, MS	Ms-Biz	Carl Rhodes
8/01	Muscle Shoals, AZ	Johnny Hebert	Ira Butler
8/06	Billings, MT	T 'n' T	Lindy Stevens
August Scheduled Openings			
8/16	Miami, FL	Cutler Ridge	Howard Hohman
8/30	Phoenix (Mesa), AZ	S & M Pizza	Greg Gleason

Adventure Restaurant announced the promotion of John Birr to District Manager. John has an extensive background with ShowBiz. Many of us know John and have much respect for his capabilities. Congratulations John!

Our Real Objective!

Every major industry, at one time or another, is a growing industry. History teaches us that a once-expanding industry may suddenly stop growing.

Some industries, like the restaurant or entertainment industry, are riding on the wave of growth and success. However, unknown to them, they could be in the shadow of decline.

What causes some industries to stop growing? The underlying reason for an industry's decline is not due to what some people call market saturation. The failure of an industry is due to the failure of each level of management in their aims and policies. The success of any industry or company is a teamwork effort. This team effort includes all levels of management from lower management on up to the top executives.

The direct responsibility for our company's success lies with each member of the Show Biz management team. We all must guard against negativism and misdirected aims, objectives, and policies.

A good example of misdirected management can be seen in the history of the railroad industry.

They didn't stop growing because of the decline in passenger and freight demand, or because of increased competition, or because railroads were no longer needed. THE REAL REASON FOR THE RAILROAD INDUSTRY'S DECLINE WAS BECAUSE OF THE RAILROAD COMPANIES THEMSELVES.

The railroad industry assumed that their business was the railroad. Their business was really transportation. They made the mistake of wrongly defining their goals. They were product oriented, rather than customer oriented.

Like the railroad industry, the reason most often used in the restaurant or entertainment industry for the decline in sales is COMPETITION. That is just an excuse.

The real reason for the decline is that someone took our business away because they made the guest happier than we did. Our goals were misdirected.

Let's learn a lesson from the railroads.

We are in the HOSPITALITY INDUSTRY, not just the *restaurant* or *entertainment* industry. Our primary goal should be to satisfy our customer's needs. When we become concerned about competition and market decline, we lose sight of our main objective: pleasing our customer. Everything we do within our entertainment centers should be guest-oriented. To enable us to have increased sales, we need to continue to satisfy our customers and

MAKE THEM
WANT TO COME BACK
MORE OFTEN

Ernie Franzone
Director of Operations

ShowBiz College Relocation

July 3rd brought to an end an enjoyable 2 years of working at Finley and Beltline. With the graduation of ShowBiz Operations Management Class 114 and Electronic Specialist Training Class 76, 422 out of the 1,295 men and women who have graduated have passed through these doors.

Our new facilities will be at 4425 W. Airport Frwy., Irving, TX 75062, the building adjacent to the corporate office. The new facility will be completely remodeled by mid-September. The new college will have two 1400 square foot classrooms for management training, one 750 square foot classroom for technical training, another 750 square feet of office area for our staff, and 2000 square feet for animation, games, and major equipment training.

The college has retained its old phone number (214/659-9664) and added an extension from the corporate number (214/258-8507 ext. 466.)

Child's Dream Fulfilled

Holly Joiner, a 12-year old Paducah, Kentucky girl, is having her dreams come true. She traveled with her family to London, England to appear in a film being produced by the Dream Factory. The Dream Factory is an organization composed entirely of volunteers who donate their time, efforts and money to organize dreams for seriously ill children. Holly is a victim of Huntington's Chorea, a degenerative disease of the central nervous system.

On June 24, ShowBiz Pizza in Paducah hosted a birthday party in Holly's honor. She arrived at the event on an antique fire truck, complete with an escort from the Paducah Police Department. It was at the party that Holly received airline tickets from the Dream Factory for her family.

SHOWBIZ After Hours

As of July 13, 1984, fifty-one ShowBiz Pizza Place Units are operating an After Hours Program. Forty-five of these units conduct their teen dance on Friday nights. In addition to Friday, six of them also operate on Tuesday night, three units operate on Wednesday night, one unit on Thursday night, and one unit on Saturday night. On July 20th, one additional unit opened. Implementation of any future After Hours Program is being suspended until the beginning of the 1984-85 school year.

All fifty-one units are currently using the prescribed local marketing plan which includes:

1. Development of the membership mailing list.
2. A Party Squad made up of both ShowBiz hourlies and customer-guests.
3. A weekly newsletter.
4. Local handbill distribution.

The Company continues to pay a 5% bonus of gross door receipts to unit managers who exceed 350 attendees. The bonus is calculated weekly and payed monthly.

On Friday, July 13, 1984, a total of 14,843 teens attended After Hours in 47 locations. System Average attendance per unit — 316.

Showbiz Youth Spectacular

Tom R. Kelly, on behalf of ShowBiz Pizza Place, has contacted Jay Kesler, Youth for Christ International, and Larry Kreider, National Director of Campus Life, and is organizing a national network of Christian Youth groups to hold activities at local ShowBiz Pizza Places. The original idea for this type of activity was from John Douthirt, St. Petersburg, Florida.

On July 11, 1984, the first "Christian Night" was held at St. Petersburg. Youth groups were bussed from all over the county and 226 young people attended. For a cover charge of $6 per person, they received a one-hour, all-you-can-eat buffet, one large soft drink, seven game tokens and a dance. The youth groups provided their own disc jockey and Christian music. The activities were held from 9 p.m. to midnight. The first party met with such success that a second party is scheduled for August 18.

If anyone is interested in organizing a similar party for their area, they are to contact Tom R. Kelly at the Home Office, extension 274, or contact Jan Benjamin, Youth for Christ, at 813-799-2600 for your local Youth for Christ organization.

100th Birthday

Ella Lemoine, a resident at the Tioga Manor Nursing Home, celebrates her 100th birthday Friday with Billy Bob of ShowBiz Pizza. Ms. Lemoine was a licensed practical nurse for 22 years in the Alexandria area. When asked what she thought of the party she said, "I was born in 1884 and have never seen anything like this in all of my life." (Town Talk Photo by Kevin L. Williams)

Noteworthy Quality Assurance Evaluations

The following Entertainment Centers received a "Noteworthy" rating on their second quarter (1984) Quality Assurance evaluations.

CONGRATULATIONS TO ALL!

COMPANY CENTERS

Akron, OH
Albany, GA
Austin-Burnet, TX
Benton Harbor, MI
Birmingham-Parkway, AL
Chicago-Matteson, IL
Chicago-Naperville, IL
Colorado Springs, CO
Cullman, AL
Detroit-Southgate, MI
Decatur, IL
Ft. Collins, CO
Ft. Wayne, IN
Houston-Pasadena, TX
Joliet, IL
LaCrosse, WI
L.A.-Montclair, CA
L.A.-Pasadena, CA
Lincoln, NE
Macon, GA
Mt. Prospect, IL
Muskegon, MI
Normal, IL
North Richland Hills, TX
Omaha-West, NE
Orlando-Int'l Drive, FL
San Antonio, TX
Seattle-Bellevue, WA
Springfield, IL
Springfield, MO
Springfield, OH
Wichita Falls, TX
West Lafayette, IN

FRANCHISED CENTERS

Albuquerque, NM
Boise, ID
Bremerton, WA
Cedar Rapids, IA
Charleston, SC
Charlotte, NC
Chattanooga, TN
Columbia, SC
Columbia, MO
Davenport, IA
Dothan, AL
Fargo, ND
Fayetteville, NC
Ft. Walton Beach, FL
Hutchinson, KS
Knoxville, TN
Lexington, KY
Little Rock-McCain, AR
Little Rock-Rodney, AR
Lynchburg, VA
Manhattan, KS
Memphis, TN
Myrtle Beach, SC
Pittsburgh, PA
Reno, NV
Roanoke, VA
Sacramento, CA
Springfield, MA
Topeka, KS
Wilmington, DE

Award Winners

Congratulations to those members of management listed below who received bonuses for the second quarter. In order to qualify for a bonus, a restaurant manager must meet all aspects of his budget, receive high Quality Assurance evaluations, and receive satisfactory Internal Audits.

KEEP UP THE GOOD WORK

Chicago Oaklawn
Bob Bowen; Robert Brinkman (Matteson); Ken Harris (Darien)

Chicago Naperville
Dave Daly; Jim Steinke; Ira Wells

Houston Weslayan
Mark Harrison; Rod Voltmer (Belfort); Robert Callahan; Khalil Rabiei

St. Louis/St. Charles
George Robbins; Madonna Columbus; Michael Flesch; Steve Echols

St. Louis/South County
Everett McClure; Tom VanSant (Fairview Hgts); Dennis Yoder

Colorado Springs
Paul Fenton; Bob Davis; Mark Cossman; Carl Wiebe

New Orleans/Gentilly
Jim Dougherty; Dave Rodriguez; Bruce Budyach

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Issue 4 **Sept., 1984**

The **Billy Bob Bulletin** is published quarterly for all ShowBiz Pizza Place employees and franchisees

Editor — **Lisa Edge**

Submit all material to:
Editor
Billy Bob Bulletin
4441 W. Airport Frwy.
Irving, Texas 75062

Faces Behind The Voices

We thought you would enjoy matching a face to the names you hear and the voices you talk to on a regular basis. If there is anyone else you would like to see, please send your request to Billy Bob's Bulletin, Attention: Lisa Edge, 4441 W. Airport Frwy., Irving, TX 75062.

Ernie Franzone, *Executive Vice-President, Director of Operations. Mr. Franzone has been with Brock Hotel Corporation since February, 1978. He has held several positions with the company prior to his present position with ShowBiz. He has been with ShowBiz since March of this year.*

Bob Ortegel, *Director of Franchise. Mr. Ortegel has been with ShowBiz since May, 1981. Prior to ShowBiz, he was basketball coach at Drake University.*

Jill Olson, *Administrative Assistant. Jill serves as Mr. Franzone's assistant and right arm. She has been with Brock Hotel Corporation since July, 1982.*

Mary Helen Cook, *Executive Secretary. Mary Helen has been with ShowBiz since October, 1982. She serves as secretary to the Franchise Department.*

Ron Hake, *Associate Director of Operations. Ron has held many positions with ShowBiz since he started in November, 1980.*

Joleen Berridge, *Purchasing Manager, Stevenson's Hotel & Restaurant Equipment Co., Inc. Joleen has been with SHREC for 13 years and is responsible for purchasing all items handled by Stevenson's.*

Judy Hicks, *Administrative Assistant, Operations Office Manager. Judy joined ShowBiz in February, 1984. She serves as assistant to Ron Hake.*

Kathy Mooring, *Customer Relations, Stevenson's Hotel and Restaurant Equipment Co., Inc. Kathy is in charge of all ShowBiz orders and has been with SHREC since March, 1983.*

POLICY POINTERS

Billy Bob Walk Around

Remember that Billy Bob is to be on the floor fifteen minutes out of each hour. If there are numerous birthday or group parties, he should be out more often.

Billy Bob's personality is shy, friendly, and easily embarrased. Remember — Billy Bob doesn't talk! He loves to give hugs and wave at all his fans.

Billy Bob also loves to walk in parades, visit local schools and day care centers. He especially likes to visit his sick friends at the hospital and take them things to cheer them up.

Billy Bob gets lonely sitting in his closet, so get him out, brush his hair and let him play with all his friends!

Billy Bob brightens the day of a hospitalized child

Sale of Three Corporate Restaurants

July 30, 1984 was the official turnover date for the sale of units in Jacksonville-Regency, Jacksonville-Orange Park and Pensacola, Florida. The restaurants were sold to Wellington Development of Florida, Dom Meffe and Rick Hoffman. The centers will be operated by BAM, Inc., Gordon and Betty Prince.

ShowBiz Hosts "Birthday Benefit" For Children's Cancer Research

The St. Louis/St. Charles ShowBiz hosted a "Birthday Benefit" for children's cancer research on April 29, 1984. Twelve year old Kaaleem Nesbitt was the guest of honor. Kaaleem was a patient at Cardinal Glennon Hospital, who had a malignant brain tumor. It was Kaaleem's dream to have his birthday party at ShowBiz, after attending his cousin's party at ShowBiz.

Between the hours of 5-7 p.m., 10% of all food and beverage revenue was donated to the Pediatric Research Institute at the hospital. A check for $500 was presented at the hospital.

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